

NOAA Education Council Meeting

Date/Time: February 18, 2015 / 1:00–4:00 pm

Location: SSMC3, Room 14836

Dial-in: 866.901.0711

Passcode: 8134683, [leader code: 1144183](#)

Contact: Lisa Nakamura (202) 482-3139, Patrick Drupp (202) 482-9183

Adobe Connects Link to Meeting: <http://connectpro46305642.adobeconnect.com/edcouncil/>

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http://www.oesd.noaa.gov/council/Audio_AdobeConnects.pdf

AGENDA

1:00 Welcome/Opening remarks - Louisa Koch

1:10 Strategic Plan Update (*Informational*) - Marissa Jones (15 min presentation/ 15 min discussion)

1:40 NOAA Education Network Presentation: B-WET (*Input Requested*) - Amy Clark & Bronwen Rice (15 min presentation/ 15 min discussion)

2:10 Break (10 min)

2:20 NOAA Education Network Presentation: NERRS (*Input Requested*) - Carolyn Rose, Margaret Sedlecky, and Coreen Weilminster with Atziri Ibanez (15 min presentation/ 15 min discussion)

2:50 NOAA Education Network Presentation: NMFS Educators (*Input Requested*) - Lisa Hiruki-Raring (15 min presentation/ 15 min discussion)

3:20 NOAA Education Network Presentation: Sea Grant (*Input Requested*) - Maia McGuire & Diana Payne (15 min presentation/ 15 min discussion)

3:50 Updates and announcements

ATTENDANCE

In person (17): Louisa Koch (LK), Christos Michalopoulos (CM), Carrie McDougall (CMc), Lisa Nakamura (LM), Patrick Drupp (PD), Marissa Jones (MJ), Ron Gird (RG), Atziri Ibanez (AI), John Baek (JB), Bronwen Rice (BR), Frank Niepold (FN), Marlene Kaplan (MK), Kristen Jabanowski (KJ), Kate Naughton (KN), Peg Steffen (PS), Tracy Hajduk (TH), Bruce Moravchik (BM), Coreen Weilminster (CW)

On the phone/chat (16): Maia McGuire (MM), Lisa Hiruki-Raring (LHR), Diana Payne (DP), Christopher Nelson (CN), Julie Galkiewicz (JG), Carolyn Rose (CR), Amy Clark (AC), Colleen Coogan (CC), Judy Koepsell (JK), Peggy Foreman (PF), Jennifer Hammond (JH), Rochelle Plutchak (RP), Stephanie Bennett (SB), Shannon Sprague (SS), Ambrose Jearld (AJ), Margaret Sedleckly (MS)

Summary of Action Items and Decisions:

- **Action:** CM will send a link to the council members about “NOAA in your backyard”

Opening remarks from Louisa:

- Attended both briefings to the House and Senate Appropriations Committees.
- Both House and Senate staff were not supportive of proposal and they are continuing to be supportive of our programs.
- Senate staff is frustrated with the Administration for continuing to send similar proposals that have not been supported by Congress.
- The NOAA constituent briefing on the President’s FY16 Budget is postponed until February 24th
- The Department of Education has asked us to host the Green Ribbon award ceremony again. U.S. Secretary of Education, Arne Duncan, plans to give out awards, and Secretary Pritzker may participate.
- Christos and the Office of Education are taking on the Coastal Ecosystem Learning Centers (CELC) coordination from Ralph Cantral. Please reach out to Christos about any potential collaboration you may want to discuss.
- NOAA has been negotiating with several large businesses to collaborate on big data to form partnerships for R&D. There will be 1-4 organizations that will serve as network hubs for data collaboration, which may include Google, Amazon, IBM, and Microsoft. The hubs will work with NOAA to bring data that NOAA currently does not make public (due to its size) available to small companies that could profit from the utilizing the data. There would be one agreement for cooperative research and development (CREDA). Examples include weather products, such as different or faster service that NWS does not currently provide. This partnership could put pressure on NOAA to be more nimble. An advisory group will be setup to monitor the CREDA and would help to identify areas where NOAA needs to modernize. This collaboration will be made public fairly soon.

Strategic Plan Update - Marissa Jones (15 min presentation/15 min discussion)

- see presentation on intranet site for details
- MJ: purpose of presentation is to update the council on the status after internal review
- CM: A final draft and spreadsheet that tracks all changes and suggestions will be created for the council’s review and vote. The CoComm+ will create this.

Comments after presentation:

- KN: Because we are the only regulatory agency (NMFS), anything that can be done to recognize the difference between conservation law and policy would be helpful.
- FN: At the National Science Teachers Association meeting (NSTA) (at the NOAA booth) the things teachers talk to us about like what they come to NOAA for, what they rely on us for, and why they rely on us for could be used to sharpen the language about why NOAA is unique. It might be good to coordinate with Bob Hansen about obtaining that feedback.

NOAA Education Network Presentation: B-WET (*Input Requested*) - Amy Clark & Bronwen Rice (15 min presentation/ 15 min discussion)

- see presentation for details
- TH: How is it determined what office absorbs a new B-WET program?
 - BR: In 2008, when we received additional funding to expand the program we ran a competition for host offices. This will likely be the model for any future expansions. We put together a solicitation for NOAA offices in the region with questions about the important things host offices could bring to the program. We then did a review of the responses to make a selection.
- KN: Do all the B-WET programs use the same materials?
 - BR: No, that's up to the region and because we're funding grants, the grantees come up with specific content and regional focus. For example, Hawaii focuses on environmental knowledge and native concepts while the Chesapeake Bay focuses on local bay issues.
- PS: Are there any plans to expand up the watershed regions, such as up the Mississippi?
 - AC: My specific regional answer is that it's tailored to coastal counties and parishes (3-4 counties deep). It may be a priority in the future to allow coastal counties to connect up the watershed. Opening up to the entire area could be difficult because of funding, but obviously areas with more funding have a further reach.
 - LK: It's a fabulous idea. We tend to be along the coast because we have a lot of assets there. The Chesapeake tries to be watershed focused, but i think this would work just as well in Kentucky for example.
 - BR: The Chesapeake program has looked for systemic implementation so they are reaching all the schools in the district, but it's a balance between spreading the available funds thin and covering more of an area or keeping it more concentrated.
- FN: One of the things that showed up in a conference at the White House last Monday on educators and climate was the state science supervisors said that the number one target as a community was professional development for educators. Have the B-WET networks done any analysis to see if the professional development is being guided into the new form of education that's being called for by the National Research Council (NRC) framework.
 - BR: So we do specifically ask our grantees to align their projects to relevant standards. We ask the grantee to make that connection, but we have not done an assessment to see if that is being done.
 - CM: In Chesapeake Bay where Bronwen said there was a lot more funding for longer, a lot of those things are happening. They are connected with the state and regional county needs. But it's not happening across the board due to the availability of resources.
 - LK: Shannon, do you in Maryland (where we are the strongest) explicitly require grantees to tie to Next Generation Science Standards (NGSS) which Maryland has adopted?
 - SS: No.
 - LK: Do you have a sense of whether or not that might be in your future?
 - SS: No we do not intend to do that. It has to be tied to what is going on in the classroom. But we won't explicitly call out any NGSS. It makes some people very nervous when we start to have that conversation.

- AI: When you say the forum, how is that different than the workgroup that has been formed? Are you actually looking for something that would be formed in the regions that would facilitate something that would bring together different educators across the networks per region?
 - BR: We don't have a recommendation of what structure would work best at this point. I think there is clearly room for better coordination at the regional level. But is convening a conversation enough in and of itself for a working group activity or would the conversations need to connect directly to actions? At the regional workgroup we struggled with how we might create a common action plan across regions when most of the members don't already have regional policy as a major part of the work that they do.
- FN: One of the interesting things to consider is the idea of "regional". Most of what is happening at the K-12 level is at state level. From an operational perspective, how does that forum idea move back and forth between this fuzzy concept of region?
 - AC: We don't have a NOAA educator in every state so when we talk about regional we are saying there is a NOAA person that is responsible for a group of states. They should be tapped into and engaged with each state and their process on environmental process.
 - SS: There is a tremendous amount of value in getting states that are adjacent to one another to have a conversation about what is going on around this topic of the meaningful watershed education or climate education, etc.
 - FN: The connection between national focused programs and those who are representing our interests at the state level is a really important piece of that conversation. How does somebody represent NOAA education in a conversation with a state or major school district. That would be an interesting thing for the council to explore.

NOAA Education Network Presentation: NERRS (*Input Requested*) - Carolyn Rose, Margaret Sedlecky, and Coreen Weilminster with Atziri Ibanez (15 min presentation/ 15 min discussion)

- TH: Was the \$250-500k money spent (listed on the first slide) including salary?
 - CW: It depends on the site. Some is full or partial salary.
 - AI: Every reserve gets \$500k from NOAA for operations. So the education dollars spent are out of \$500k. Only one reserve spends the maximum budget. But all the education coordinators are full time people.
- MJ: Is the science communication slide/issue in the context of providing professional development for educators or for scientists to communicate about their own work?
 - MS: It's really both. We work very closely with NERRS scientists and the Alan Alda Center for Communicating Science specializes in helping scientists convey their messages, but they are also things that educators and stewardship people - anyone who needs to convey scientific information to a non-scientific audience - could benefit from.
- FN: I appreciate the focus on community education. I think I've heard many programs do different things but yours is the first to really use that word (community education), and when we look at our strategies that is a unique aspect. When I heard you were growing that focus, it would be interesting to note how that is different from other normal forms of education that we talk about.

- MS: We were trying to go more towards developing stewardship programs into our education program, and it's really important for us to learn how to do that. We want our participants to really learn how to do something, to take some action in the community so we're trying to have stewardship projects be part of our education program, rather than just gaining knowledge, we want them to learn how to change their behaviors.
- AI: There are very specific programs that engage not just the people that come to the reserve but work with the whole community. They are really trying to reach out to more than just a subset of people. Bottom line, we are trying to change behaviors. Really trying to learn "what do you define as one behavior and how do you measure that." We're asking the council to really start thinking about these kinds of things and creating that forum where we can have that discussion.
- When you say stewardship, do you also mean resiliency?
- CW: I would say yes. The idea of building resilient communities is one that resonates with all the public. If we really want to see behavior change, the solution has to match the scale of the problem for it to be effective.
- CM: With regards to the seal of approval, there was some attempt early on to create a seal (or some kind of training for NOAA educators), and that was met with a lot of resistance? We considered going the NASA way (a centralized entity that reviews all education offerings). Even though I know where you're coming from, I'm not sure if you need the NOAA education council seal of approval. Where do you see the need?
 - AI: Part of it is visibility.
 - CR: Even though we've been here since 2006, we have so many people who have no idea what a NERRS is, but they do know NOAA. So it seems that if we had a certificate for teachers who are attending our training (if we could put NOAA's stamp of approval on it), it would allow teachers to sell our trainings more to their administrators because people really do know what NOAA is compared to NERRS.

NOAA Education Network Presentation: NMFS Educators (*Input Requested*) - Lisa Hiruki-Raring (15 min presentation/ 15 min discussion)

- LK: It's nice to see some of the same themes coming up in every presentation. That's good because it provides us more confidence to identify areas that are going to resonate. To respond to the unified data call slide and using that data, I presented some of that data to Sea Grant and Leon Cammen (Director of National Sea Grant) was thrilled with that data. Specifically I was showing them the break out of what percentage of each measure was supported by each of the Education Council programs. He has been using it to articulate the value of Sea Grant. So we gave him a talking point. I know that Weather Service leadership was very appreciative of seeing the impact of the Weather Service effort on NOAA educator metrics and they were interested in using those. I'm happy to go anywhere and talk to anyone about the individual program contributions and the value of those in contributing to NOAA overall. So if you see an opportunity for that to happen, please talk to us. And if you see ways of presenting the data in more compelling ways, please let us know.
- PS: There is a lot of value in these cross NOAA partnerships, working collaboratively with AC and LHR, those things have been really helpful in making NOAA's name bigger and stronger.
- BM: It's interesting to hear a lot of the issues that folks are bring up. These are common to all of us that have worked on education issues at the national level and maybe it would be helpful to talk in a smaller venue about how we at NOS have addressed some of the issues we've faced in how to be more specific with stewardship and free online

tools. I'm happy to speak one on one with anyone to talk about how we have addressed these issues.

- PS: The tough part about stewardship is how do you move people from simple awareness to action and prevention methods.
 - RG: Sandy McDonald is the incoming president for American Meteorological Society (AMS), and AMS has developed community based educational activities. My recommendation would be to reach out to Sandy on how they do this.
- KN: I think fisheries educators feel like they are lone voices in the wilderness. They feel they don't have a lot of support within their own offices at times, although we try to lend them some support from headquarters. The key for us would be this closer collaboration whether through other programs or forums. That would go a long way to building more camaraderie for the educators because there isn't a huge support network for them.
 - MS: We need a list for people to contact who can talk about NOAA fisheries (e.g. for workshops, etc).
- FN: Across the three network proposals so far there was a definite thread of the lone educator out there. In our strategies under goal 5 we talk about that explicitly. Is there an opportunity (probably through the OEd 2017 budget request) to ask for money for the community to establish and support the NOAA education community network?
- CMc: One of the things we posted on our NOAA OEd website in the past year based on our Einstein Fellow's similar observation is "NOAA in your backyard". It is a rudimentary attempt to develop regional lists of points of contact. So I encourage you to take a look and I'll send a link to the council. Please send us updates to those lists if necessary.

NOAA Education Network Presentation: Sea Grant (*Input Requested*) - Maia McGuire & Diana Payne (15 min presentation/ 15 min discussion)

- LHR: What is the difference between an extension agent and a Sea Grant staff member?
 - Every Sea Grant program is setup differently. Many are integrated into cooperative extensions. Florida Sea Grant is housed at the University of Florida, which is also the Land Grant that has the extension system. Extension takes university based research out to the clientele (agriculture, horticulture, etc). What's the difference between extension and education? In Sea Grant, education is typically thought of as formal education and extension is more outreach.
- JB: On the national focus areas, because it's a rolling thing as states update their plans, to what extent must those state plans represent the national focus area?
 - MM: The national priority areas are prominently featured, and the advisors who are brought in to help with the strategic plan are asked to keep those areas in mind when setting priorities and developing our state strategic plans. When we redo our Florida strategic plan I'm hoping it will reflect more of the national priorities.
 - DP: Previously there wasn't much of an alignment between the national Sea Grant strategic plan and each individual state plan. So states are working to align as they review their strategic plans, and things should be more aligned by 2018.

Updates and announcements

- BM: Working hard on organizing our workshops for NOAA Climate Stewards for the upcoming NSTA (in Chicago in March, Seattle in April and St. Pete in May); had a very

nice experience being invited to the White House event celebrating champions of change. Able to have some nice interactions with John Holdren, and he will speak for NOAA Climate Stewards in an upcoming webinar.

- RG: Very good conversation between NWS and Red Cross about educating young students on disasters (sponsored by Disney). Disney wants to continue collaboration and do more work with NWS and Red Cross
- TH: Currently planning annual education meeting for sanctuaries
- AI: We're all getting organized around the teacher estuary training (hopefully more than the 19 of last year)
- CW: I would invite anyone in the room to attend one of two TOTE workshops in Maryland this summer, in June and August
- FN: I sent the council summaries from the White House climate meeting last week.
- CMc: ELG update: we're hoping publication of the funding announcement will be at the beginning of March focusing on community resilience, which is a new area for us. NERRS and Sea Grant are eligible to apply and Sanctuaries and NOAA feds can come in as partners (funded at 10% level). We hope you'll advertise it for us and serve facilitators, and we hope to see folks working together in NOAA.
- CM: If any of you have the time to meet Friday or Monday to help make decisions on strategic plan comments please join.
- KJ: We had 550 Hollings applications. Going out for review and applicants will find out in April.
- LHR: Peggy Foreman came out to help with the NOAA open house and said it was a great opportunity for her to see how the open house went and connect with education folks out here.
- LHR: Grace Simpkins, a NOAA Fisheries educator and project manager of the NOAA Outreach and Education on Protected Species (NOEPS) program at the Northeast Fisheries Science Center, and NOAA Teacher at Sea alumnus Stacey Klimkosky just attended the International Teacher-Scientist Partnership Conference Feb. 11-12 in San Francisco. The conference preceded the American Association for the Advancement of Science Annual Meeting (Feb 12-16). Simpkins shared NOEPS material and lessons and Klimkosky spoke about the Teacher at Sea program and the New England TAS alumni group as well as her partnerships and collaboration with NEFSC scientists and staff for the April 2014 NOAA Ocean Day program at the Truro Central School on Cape Cod, Mass. Students and staff at Truro Central School are currently tracking the drifter constructed by fifth graders during a workshop at Ocean Day with NOAA oceanographer Jim Manning of the NEFSC's Woods Hole Laboratory.
- JG: NOAA science days is coming up on March 10th. We are pushing the ad out to line offices, and it will be centered around Arctic research.
- KN: Teachers at Sea is starting to sail in March (class just under 30).

Upcoming Council Meetings:

All agenda items are tentative

March 18, 2015

- Annual Review of Progress (*Input Requested*) – John Baek & Data Team (60 min presentation/ 30 min discussion)
- NOAA Education Network Presentations
 - Sanctuaries – Tracy Hajduk and Seaberry Nachbar (30 min)
 - WCMs - Doug Hilderbrand and Katie Collins-Garrett with Tanja Fransen (30 min)

April 15, 2015

May 20, 2015
June 17, 2015
July 15, 2015
August 19, 2015
September 16, 2015
October 21, 2015
November 18, 2015
December 16, 2015